

261—42.1 (15) Definitions. For purposes of this chapter unless the context otherwise requires:

“Authority” means the economic development authority created in Iowa Code section 15.105.

“Collaborative application” means an application in which either multiple partners are providing monetary support for the project or multiple partners are actively participating in the project or both.

“Head applicant” means the applicant on a collaborative application that is both the recipient of the funds and the administrator of the project.

“Marketing” means planning for or implementing efforts to publicize a community, event or destination using a range of strategies, tools and tactics.

“Meetings, events and professional development” means the acquisition of or attendance at regional or national tourism-related meetings and conventions; execution of local festivals or similar tourism events that positively impact local and state economies; or execution of local or regional tourism-related education opportunities.

“Project” means a tourism-related marketing initiative or a meeting, an event or a professional development effort that benefits both state and local economies.

“Rural area” means either a city with a population of 10,000 or less, or a county that is among the 33 least populated in Iowa based on the latest data from the U.S. Census Bureau.

“Tourism” means a site or event that attracts people from beyond a 50-mile radius or people who spend the night away from home to visit a site or event.

[ARC 1493C, IAB 6/11/14, effective 5/19/14]